



Placemaking Community Workshop #3



Wed. 28 October 2015
6PM

AGENDA 1



CHARACTER AREAS

WELCOME

AGENDA

1. Welcome
2. 2015 At-A-Glance
3. Alameda Placemaking Design Principles + Guidelines
4. Interactive Workshop Activities
 - Review Principles, maps, material
 - Leave Post-it® note comments
 - Meet with Planners / City Staff
 - Take a copy home + comment online





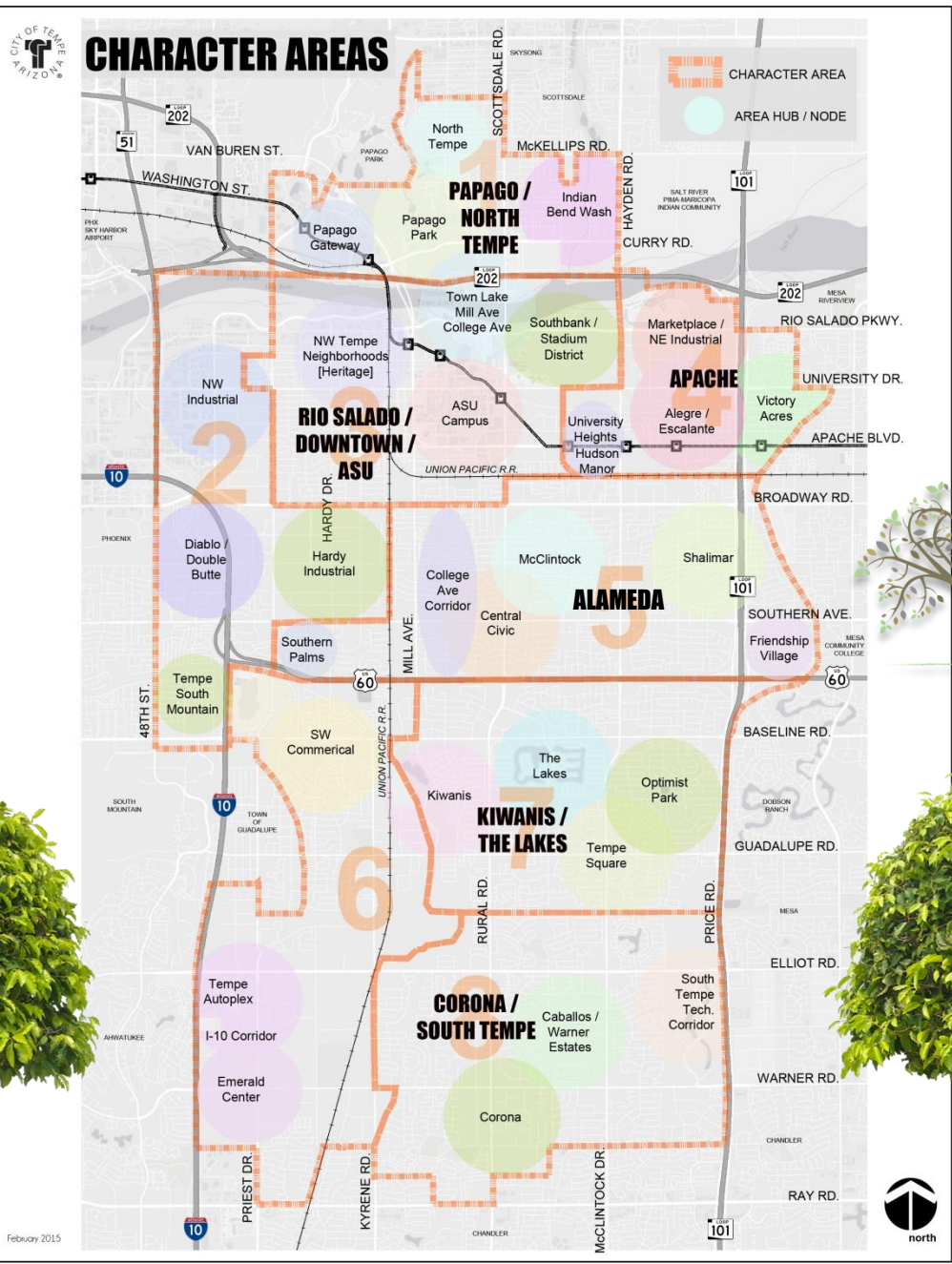
City of Tempe Public Meeting Ground Rules

- ✓ Follow the agenda
- ✓ Respect each other + the process
- ✓ Assume the best
- ✓ People will speak when recognized
- ✓ Listen to others and don't interrupt;
one speaker at a time
- ✓ Show mutual respect
- ✓ There may be differences of opinion
- ✓ Share time so that all can participate
- ✓ Questions at the end

Placemaking Community Workshop #3



Wed. 28 October 2015
6PM





"Alameda" Word Origin [noun.]

1. Chiefly Southwestern U.S. a **public walk shaded with trees**.
2. A street, avenue, boulevard, park, or public garden with such a walk.

CHARACTER AREA

5





ALAMEDA

AT A GLANCE



PEOPLE

35,300
POPULATION
OR 21% OF TEMPE POPULATION
168,429 [2014]



31.2

AREA MEDIAN AGE
[28.1 = TEMPE MEDIAN AGE]



RESIDENTIAL/HOUSEHOLDS

26 HOMEOWNER ASSOC. [HOA]
20 NEIGHBORHOOD ASSOC. [NA]



66%
SINGLE,
DIVORCED, OR
WIDOWED



42%
4+ YEARS OF
COLLEGE EDUCATION

15,591
HOUSEHOLDS



38%
OWNER-OCCUPIED
[41% CITY WIDE]

2.25 PERSONS
AVERAGE
HOUSEHOLD SIZE



21%
HOUSEHOLDS
WITH CHILDREN

NON-RESIDENTIAL LAND USES



13% INDUSTRIAL



60% COMMERCIAL



27% MIXED-USE

AREA AMENITIES



6
GROCERY
STORES



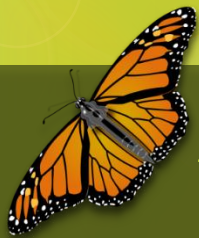
29
SCHOOLS
[public + private]



9
CITY
PARKS



800,000
LIBRARY / MUSEUM
COMPLEX
ANNUAL VISITORS



tempe.gov/characterareas





FEBRUARY 18

Preliminary Organizational + Planning Meeting



APRIL 18

1 PUBLIC KICK-OFF / WORKSHOP 1

Amenities + Gaps Workshop



AUGUST 25

2 WORKSHOP 2

Area Priorities / Dotocracy



OCTOBER 28

3 WORKSHOP 3

Draft Plan Review



DECEMBER 4

Community Celebration / Final Plan Released



Wednesday, 18 February 2015 •
Tempe History Museum – Community Room •



FEB. 18 PRE-WORKSHOP

PUBLIC COMMENTS

Character Areas 4 + 5 Preliminary Organizational + Planning Meeting

I want committee to walk around **Selleh Park** lagoon; note poor conditions of path, shore and lake

Neighborhood Associations within Character Areas need to communicate with each other. How might this be accomplished?

When are the first Apache and Central City Character Areas **Workshops**? When is the **Public Kick-off** event?

I would like to propose an **Apache corridor walkabout**

Apache Eats Restaurant Crawl event highlights and celebrates the variety of international cuisine along Boulevard -- Wednesday, 25 February 6-9PM

Central City is a large area -- any thought given to breaking it down? I have concern that it's too broad and varied to all be one Character Area.

What are your **student outreach** plans? Also, what **online options** will you offer?

Phoenix used a **MindMixer** format, an online communication tool, with great success.

I use and recommend **Next Door** which allows your neighborhood to communicate online between meetings or for just keeping updated and informed.

What about the **city-owned land** along Apache? Planning of these parcels and transitions like **Danella Plaza**? City could combine forces with a private property owner(s) to develop something.

Roots of low-water use trees created issues in Phoenix; **street tree types** will need to be made carefully selected consider tree wells, watering, etc.

Diversity within character areas is cause for celebration, this makes us unique.

How will you handle **communication between meetings**? [i.e. between April Public Kick-off and August workshop]

Shade and water are both essential. Need drinking fountains, public art, the soothing sounds and cooling effects of water. I know there are challenges with using water in public spaces but it is needed; the loss of the McClintock public pool and others is hard. Pools are different than splash pads. The heat is only growing, need comfortable conditions including **shade and water** to walk and bike.

What thought are you giving to **historic designations** in neighborhoods?

Going back to the vastness of Central City Character Area -- Post-war architecture is macro in scale. Are you open to the possibility of sub-character areas? **College Avenue Corridor** is distinct.

What about the smaller areas within Central City? Maybe we can **identify distinct areas** and highlight the assets and diversity of those?

Any thought to intermediate open houses or an **open house format** meetings?

What about the **homeless community**? Where are they fed and housed? What are the next steps once they have jobs?

Will this process provide the opportunity to address concentric circles around each light rail stop? [i.e. **LRT Station Areas**]

KJZZ (91.5 FM) has a **placemaking series**. Maybe you could piggyback with **ASU researchers**? Create some collaboration and synergy.

"**Central City**" name might bring up some non-desirable images for some people. Could there be alternatives?

Just wanted to reinforce and put in a plug for **bike transportation** -- both Broadway Rd. and Southern Ave. have issues. We need more bike lanes and bike parking.



A goal without a plan is just a wish.



tempe.gov/characterareas



APRIL 18 WORKSHOP #1



A. Business + Development



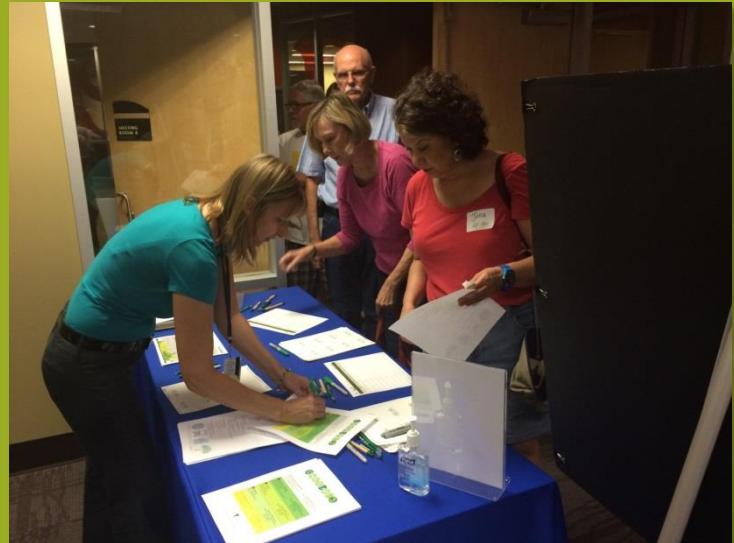
B. Transportation + Connectivity



C. Neighborhood Vitality + Preservation



AUGUST 25 WORKSHOP #2





SCOPE OF WORK

✓ **DESIGN GUIDELINES**

- ✓ Quality of design, walkability, bikeability, sustainability, connectivity, types of neighborhood goods and services desired, aging-in-place options

✓ **PLACEMAKING / SENSE OF PLACE**

- ✓ Opportunity for residents, workers, students, and businesses to define, enhance, preserve, celebrate their best

✓ **ROAD MAP / VISION**

- ✓ Tempe City Council, Development Review Commission, Historic Preservation Commission, Neighborhood Grants Program, Neighborhood Advisory Commission, Municipal Arts Commission, Transportation Commission, etc.

✓ **QUALITATIVE ASPECTS OF SPACE**

- ✓ How a space feels, safety perceptions, shade, desirability, comfort, places to bring the kids or be a kid



QUALITY MATTERS

ASKING THE RIGHT QUESTIONS:

- What sets this area apart and makes it **unique** from other parts of Tempe or the Valley?
- Does this area include the **types** of places, businesses, and infrastructure people look for when deciding where to live or invest?
- What should be preserved, enhanced, changed, added, or connected in a meaningful way?
- Is this an area where one can be young *and* old; can one **age-in-place** here?
- How can we provide a **vision** that enhances human health, options, prosperity, and our environment?
- What design criteria can we put in place to improve the **quality** of projects and ultimately our community?
- How will this plan carry out the vision of a “**20-minute City**” ratified by voters in *GP2040*?



CHARACTER AREAS

OUTSIDE SCOPE OF WORK



✗ **Changes** to a parcel's legal **Land Use**

General Plan 2040 ratified by voters (May 2014)

✗ **Changes** to a parcel's legal **Zoning**

Zoning & Development Code covers Development Standards, Overlays, etc.

✗ **Changes** to **Private Property Rights**

AZ Proposition 207 "Private Property Rights Protection Act" (November 2006)

✗ **Rental vs. Owner** for parcels zoned **Multi-Family / Mixed-Use**

No legal control process

✗ **Prohibiting** specific brand-name businesses / retailers

Against the law

✗ **Residential / Commercial Code Compliance**

311 – One Call To City Hall

Online complaint form

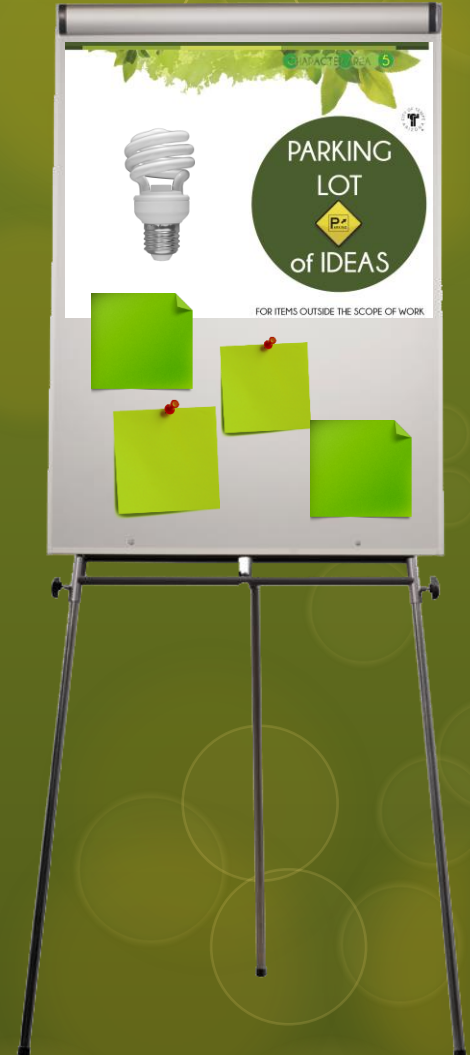




CHARACTER AREAS

PARKING LOT OF IDEAS

- ✓ **We hear you**
- ✓ **We know this idea is important**
- ✓ **This idea is covered by a legal process, formal regulation, etc.**
- ✓ **We will record all written comments and communicate them to appropriate areas / elected officials**
- ✓ **Ensures we stay focused on Scope of Work / what we can achieve with a Character Area Plan**



LADDER OF LAWS

U.S. FEDERAL GOVERNMENT

STATE OF ARIZONA

Enabling Legislation,
AZ Proposition 207

CITY ORDINANCE

Zoning & Development Code

CITY POLICY

General Plan 2040
[ratified by voters]

CITY GUIDELINES

Character Area Plans,
Community Design
Principles,
Historic District Design
Guidelines

LAWS



POLICIES



GUIDELINES





PROJECT SUBMITTAL REVIEW



GENERAL PLAN 2040

- Projected Land Use
- Projected Residential Density



ZONING + DEVELOPMENT CODE

- Zoning, allowable uses, setbacks, building height, etc.
- Historic "H" Overlay Districts



TRANSPORTATION OVERLAY DISTRICT [T.O.D.]

- LRT Station Area half-mile radius / platform proximity
- Allowable land uses; mixed-use requirement



CHARACTER AREA PLAN

- Placemaking; qualitative aspects of design + space
- Shade, walkability, livability, connectivity, etc.



MULTI-FAMILY DESIGN GUIDELINES

- Quality standards
- Evaluative process [performance-based]



LRT STATION AREAS + STREETCAR STOPS PLANS

- Platform area, shade, public art, accessibility, identity
- Ground-floor flex space design



LEGAL RIGHTS / REQUIREMENTS

GUIDING DOCUMENTS FOR PROPERTY OWNERS / POLICY MAKERS / PLAN REVIEW



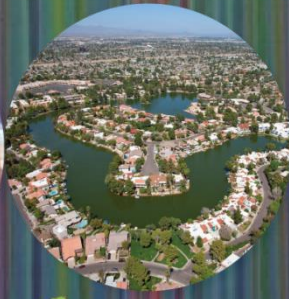
Placemaking

tempe.gov/characterareas

characterareas@tempe.gov

#characterareas

@tempegov



Tempe's Placemaking Campaign is Growing

QUALITY of LIFE

PUBLIC SPACES = PUBLIC LIFE

waterfronts *canals*

STREETS *parks*

walkability
bikeability
livability

places to go
meet me here...

markets plazas

TEMPE AS A 20-MINUTE CITY

HISTORIC DISTRICTS

POST-WAR SUBDIVISIONS

life happens *between buildings*

nuestro
vecindario

STREETCAR transit-oriented design

places for kids + places to be a kid

NEIGHBORHOODS urban, creative, edgy

Give Us Your Word

Friendly

people, family, neighbor + pet-friendly; all ages + ethnicities accommodating, creative, welcoming, tolerant

Livable

attractive, desirable, convenient, comfortable, established, neat & well maintained

Active

dynamic, vibrant, recreation, outdoor activities, civic engagement, pride-of-ownership, citizen-driven development

Local

local business + shopping, mixed use hub, independent, eclectic, people-oriented

Limited Density

low density, single-family dominant

Connected

Convenient, neighborhood circulator (Orbit), drivable community-centered meeting-places

Lush

shaded, beautiful, landscaped areas, attractive streets

Walkable/Bikeable

paths, canals, sidewalks

Safe

Quiet, peaceful, stability, crime prevention, neighborhood watch, law enforcement, well-lit law enforcement, well-lit

Education/Culture

educated residents, school grounds access/shared-use, learning + continuing education

Sustainable

Solar, clean environment, open space, shade

Future Oriented

progress, forward thinking, evolving

CHARACTER AREA 5



1 Saturday, April 18, 2015
Tempe Public Library
3500 S. Rural Road
9:45 – 11:15 AM

2 Tuesday, August 25, 2015
Tempe Public Library
3500 S. Rural Road
6 – 8:00 PM

3 Wednesday, October 28, 2015
Tempe Public Library
3500 S. Rural Road
6 – 8:00 PM

Placemaking

COMMUNITY WORKSHOPS



tempe.gov/characterareas
characterareas@tempe.gov



Give us your word.
What "one" word best describes your neighborhood?
@tempegov
#characterareas

<p>QUALITY of LIFE</p> <p>Mid-Century Modern Post-War Subdivisions</p> <p>Shalimar</p> <p>Tempe Garden</p> <p>McClintock</p>	<p>placemaking</p> <p>[life happens between buildings]</p>	<p>NEIGHBORHOOD PRESERVATION</p> <p>Friendship Village</p> <p>Evergreen</p> <p>Haggins Alvar</p> <p>places for kids + places to be a kid</p> <p>peaceful, safe, stable</p>
---	---	---



interview w/
Mark Brodie



CHARACTER AREAS

YouTube
Channel 11
Video



XTREME BEAN COFFEE CO. 27 MAY 2015



 **CHARACTER AREA 5** 

Meetup

Meetups are people getting together to learn something, do something, share something.



Enjoy some coffee. Talk to your neighbors + City Planners. Share your ideas about this area of Tempe.

QUALITY OF LIFE Mid-Century Modern Post-War Subdivisions walkability bikeability livability	Shallmar Tempe Gardens Southern Estates	Breakwater Mayer Park Friendship Village Evergreen commercial places for kids + places to be a kid	NEIGHBORHOOD PRESERVATION Huggies Acres Bella Park peaceful, safe, stable Tempe Palms Broadway Palms
--	---	--	--

Give us your word:
What "one" word best describes your neighborhood?
@tempegov #characterareas
tempe.gov/characterareas

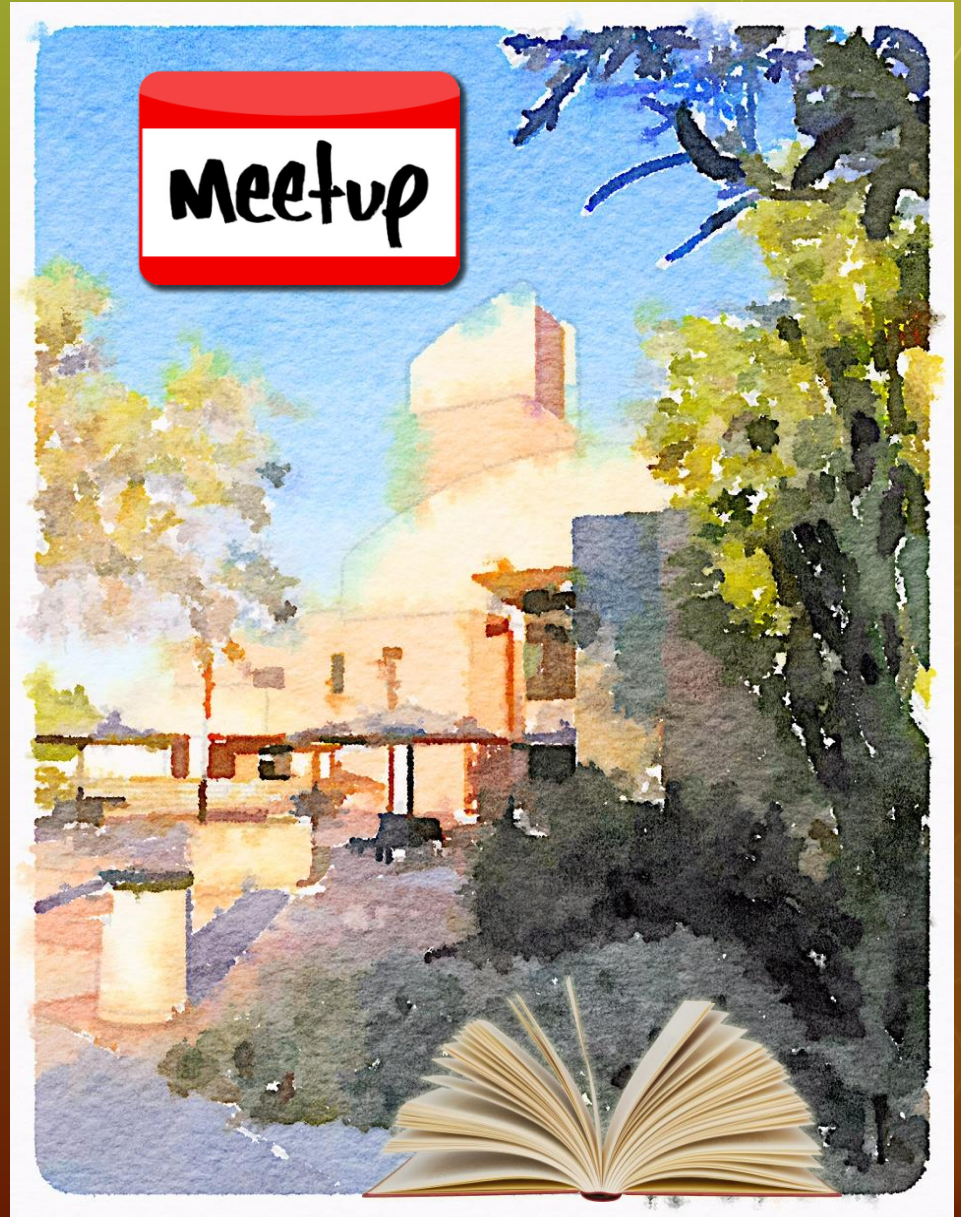


NELLO'S PIZZA 25 JUNE 2015



Nello's
Tempe





SENIOR WISDOM @ FRIENDSHIP VILLAGE 28 JULY 2015



meetup

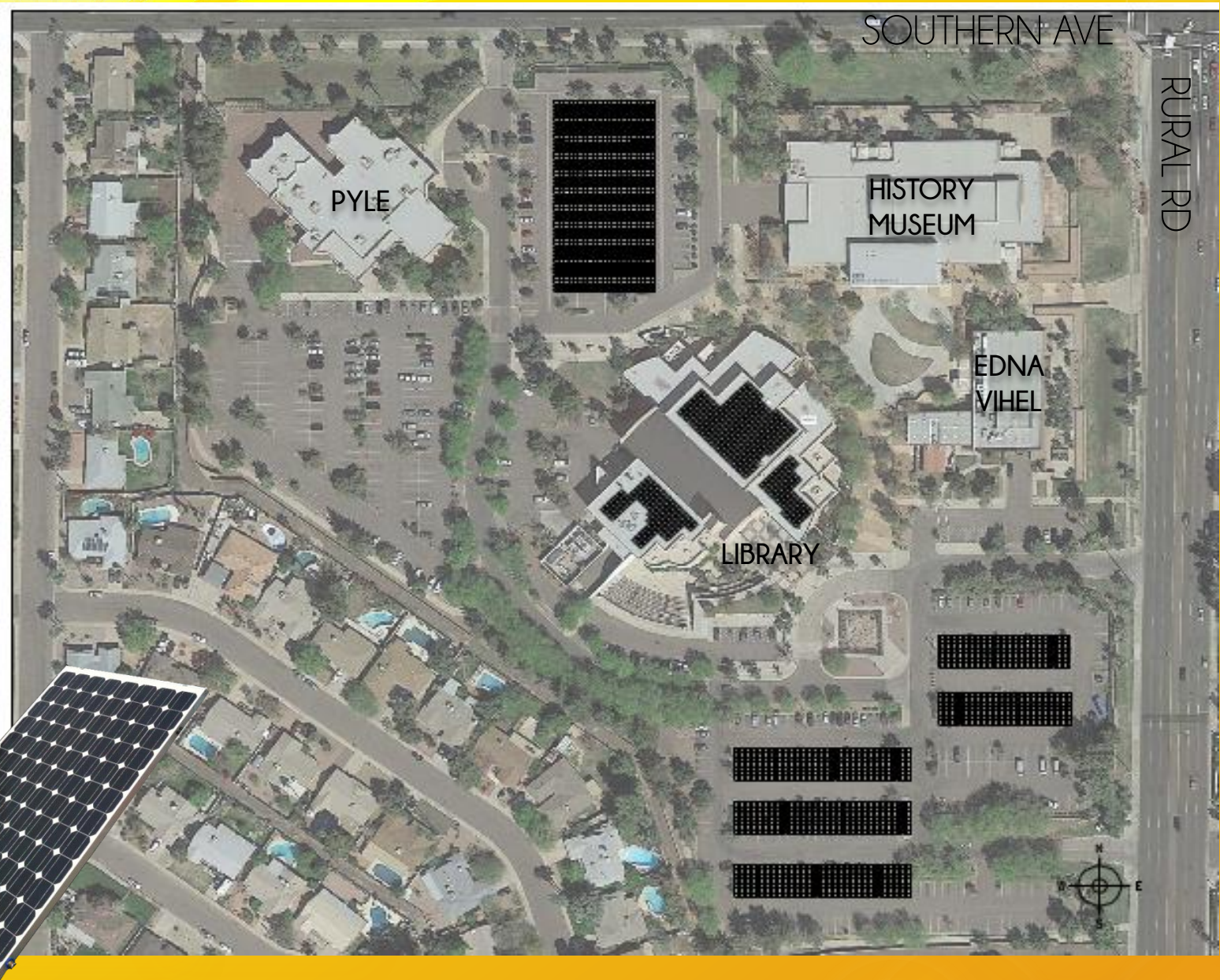
Friendship
Village
TEMPE



SOLAR TREATMENTS



TEMPE LIBRARY COMPLEX SOLAR + LANDSCAPE PROJECT



TEMPE LIBRARY COMPLEX SOLAR + LANDSCAPE PROJECT



SOUTHERN AVE

TEMPE LIBRARY COMPLEX SOLAR + LANDSCAPE PROJECT



FACING NORTH

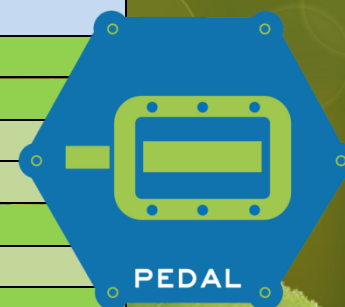
TRANSPORTATION MASTER PLAN PROJECTS 2020 2040



TRANSPORTATION MASTER PLAN PROJECTS 2020 2040

CA 5 - EXISTING BIKE/PED. PLANS

CA 5	Bike/Ped Improvement	Location
2020	Improved Crossing	UPRR/Alameda
	Safety Improvement	Broadway/Mill
		Broadway/ Rural
		Broadway/McClintock
		Southern/Mill
		Southern/Rual
	Streetscape with Buffered/Protected Bike Lanes	Broadway (E/W bound Lane Reduction, Rural to Tempe Canal)
		Alameda (Country Club to Tempe Canal)
		Southern (W bound lane reduction)
	Streetscape with Bike Blvd.	Alameda
		Broadway (Rural to Tempe Canal)
	Streetscape w/ Bike Lane	Mill Ave.
	BIKEiT (Bike Blvd.)	College Ave
		Alameda (Country Club to I-10)
		Hardy Dr.
2040	Multi-Use Path	Tempe Canal
		Western Canal
	Improved Crossing	Alameda/101 (Overpass)
		Dorsey/US60 (Overpass)
	Lane Reduction	McClintock (N/S bound, Southern to Baseline)
	Streetscape w/ Bike Lane	McClintock (S. bound lane reduction, 202 to Southern)
		Rural Rd. (N/S bound lane reduction)
	BIKEiT (Bike Blvd.)	Dorsey Ln.
		Smith Rd.
	Buffered/Protected Bike Lanes	Price Rd. (North and South)
	Bike Lanes	McClintock (Southern to US60)
	Multi-Use Path	U.P.R.R.



TRANSPORTATION MASTER PLAN PROJECTS 2020 2040

CA 5 - EXISTING TRANSIT PLANS

CA 5	Transit Improvement	Location
2020	Premium Bus	Route 520 - Southern (Phoenix to Mesa)
		Route 72 - Rural (University to Chandler Border)
	Increased Frequency	Route 45 - Broadway (10 min. weekday peak)
		Route 61 - Southern (10 min. weekday peak)
		Route 65 - Mill/Kyrene (30 min. Sat/Sun)
		Route 66 - Mill/Kyrene (30 min. Sat/Sun)
		Route 81 - McClintock (30 min. Sat/Sun)
2040	Increased Frequency	Route 65 - Mill/Kyrene (20 min. weekday peak)
		Route 66 - Mill/Kyrene (20 min. weekday peak)
		Route 81 - McClintock (10 min. weekday peak)
	Streetcar	Rio Salado/Mill to Southern/Rural
	High Capacity Transit	Rural/Baseline to Scottsdale Border
	Underpass	Rural/U.P.R.R.





CHARACTER AREAS

SOCIAL MEDIA / WEB



tempe.gov/characterareas

[@tempegov](https://twitter.com/tempegov)

[#characterareas](https://twitter.com/characterareas)



City of
TEMPEaz

Tempe
FORUM

RESIDENTS

VISITORS

BUSINESSES

City
HALL

Tempe
311

My
TEMPE

GET
INVOLVED!

Community Development

Development Services

Fast Track Tempe Permits Program

Code Compliance

Design + Preservation

Historic Preservation

Neighborhood Revitalization +
Redevelopment

Neighborhood Services

Planning

Signs

Special Projects/ Projects of
Interest

Tempe Town Lake

Adaptive Reuse

General Plan 2040

Character Areas

HIPP: Home Improvement
Planning Program

Storefront Improvement Program

Community Satisfaction Survey

Contact Us

Development Projects

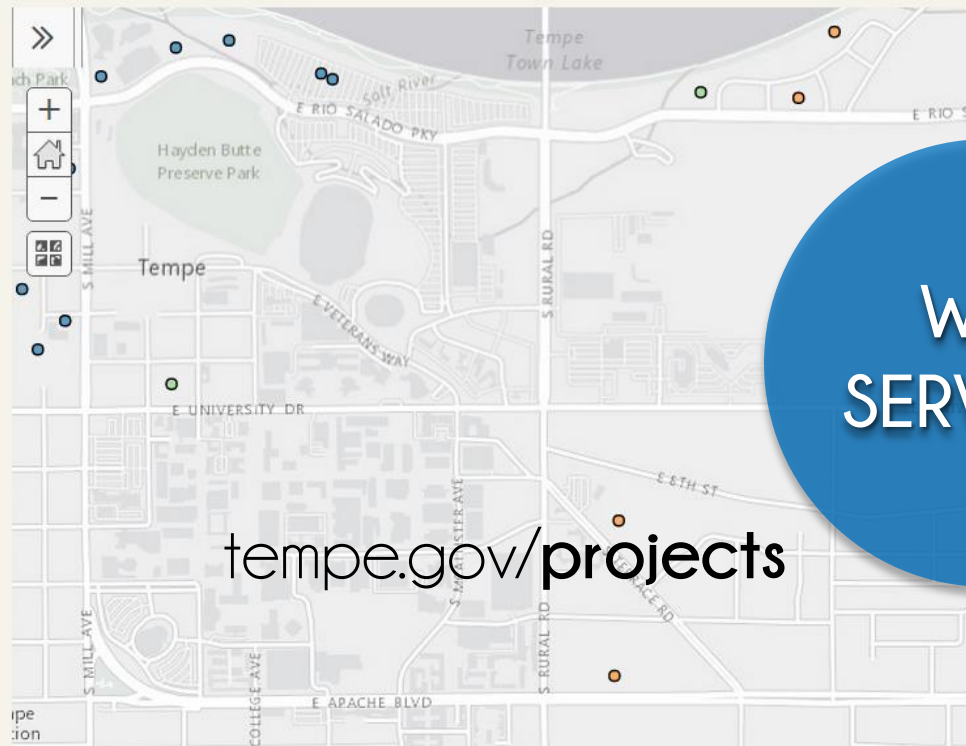
Current Developments

City Hall » Community Development

DEVELOPMENT PROJECTS

Font Size: [+](#) [-](#) [+](#) Share & Bookmark [+](#) Feedback [+](#) Print

[view map full screen](#)



tempe.gov/projects



City of Tempe | Character Area 5

Tempe Public Library, Tempe History Museum, Pyle Center, Edna Viher Center, Historic Date Palm Manor, Broadmor, Shalimar, McClintock, Alameda Meadows, Rural / Geneva, Meyer Park, Hughes Acres, Evergreen, Broadway Palms, Nu-Vista, Brentwood Cavalier, Alameda Campus, McClintock Manor, Cyprus Southwest, Hollis Park, Tempe Palms, Superstition, Tempe Gardens, Kyrene Superstition, Southern Palms



* Thanks for your time! Let's start with the easy stuff. Please select all that apply:

- ☐ Female
- ☐ Male
- ☐ Student [part-time or full-time]
- ☐ Business-owner [within Character Area 5]
- ☐ Hablo español [si a usted le gustaría la información en español, por favor comuníquese con la ciudad de Tempe a 480.350.4311]



SURVEY
ALAMEDA



AREA PRIORITIES

Name: _____

Address: _____

Email: _____

CHARACTER AREA 5

 <h3>HISTORIC PRESERVATION</h3>	 <h3>100-YEAR BUILDINGS + ADAPTIVE REUSE</h3>	 <h3>TRANSITIONS</h3>	 <h3>PEDESTRIAN SCALE FOSTER ACTIVE LIVING</h3>	 <h3>PUBLIC PRIVATE SPACES OPEN SPACE ESTUARIES</h3>	 <h3>PARKING PEOPLE UP FRONT, CARS IN BACK or INTERNAL</h3>
<p>Promote preservation of existing buildings (Morrow-Hudson, D.J. Frankenberg House) and food-inspired neighborhoods. Showcase Tempe's history, connections to the past are key to Place-making.</p>	<p>Sustainability and resource efficiency should drive building design; foster adaptability and choose materials that stand the test of time. Retrofit strip retail to create destinations.</p>	<p>Design setbacks and step-downs to maintain integrity of single-family neighborhoods. Maintain pedestrian-scaled building frontages. Use landscape treatments and art to soften transitions.</p>	<p>Provide human scaled experiences by layering interest and maintaining a walkable rhythm of destinations. Create pedestrian destinations along Broadway and Southern Corridors.</p>	<p>The junction of public/private space expresses the character of the area (curb appeal), complement the open space network, add to sense of place and serve as nodes of connectivity.</p>	<p>Car and bike parking are essential, but integrate presence of surface lots along streets. Orient buildings and berm landscape to screen parking. Shade with photovoltaic structures when possible.</p>
<p>Comments:</p>	<p>Comments:</p>	<p>Comments:</p>	<p>Comments:</p>	<p>Comments:</p>	<p>Comments:</p>




CHARACTER AREA 5 PRIORITIES

ALAMEDA AREA PRIORITIES

CHARACTER AREA 5 PRIORITIES

What Matters Most.



HISTORIC PRESERVATION

Promote preservation of existing buildings (Morrow-Hudson, D.J. Frankenberg House) and flood-irrigated neighborhoods. Showcase Tempe's history; connections to the past are key to Placemaking.

* 1. HISTORIC PRESERVATION

Promote preservation of existing buildings (Morrow-Hudson, D.J. Frankenberg House) and flood-irrigated neighborhoods. Showcase Tempe's history; connections to the past are key to Placemaking.



ALAMEDA
AREA
PRIORITIES

☐ A Top Priority

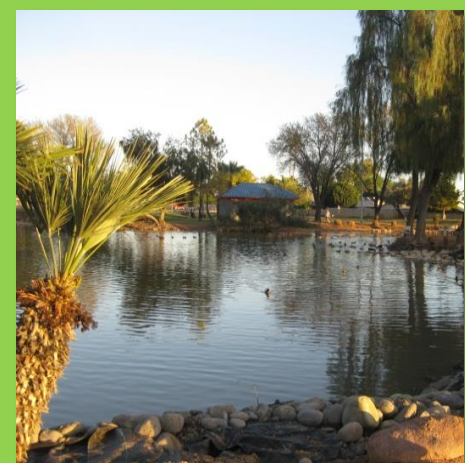
☐ Priority

☐ Indifferent

☐ Not a Priority

☐ Other

AGENDA 3

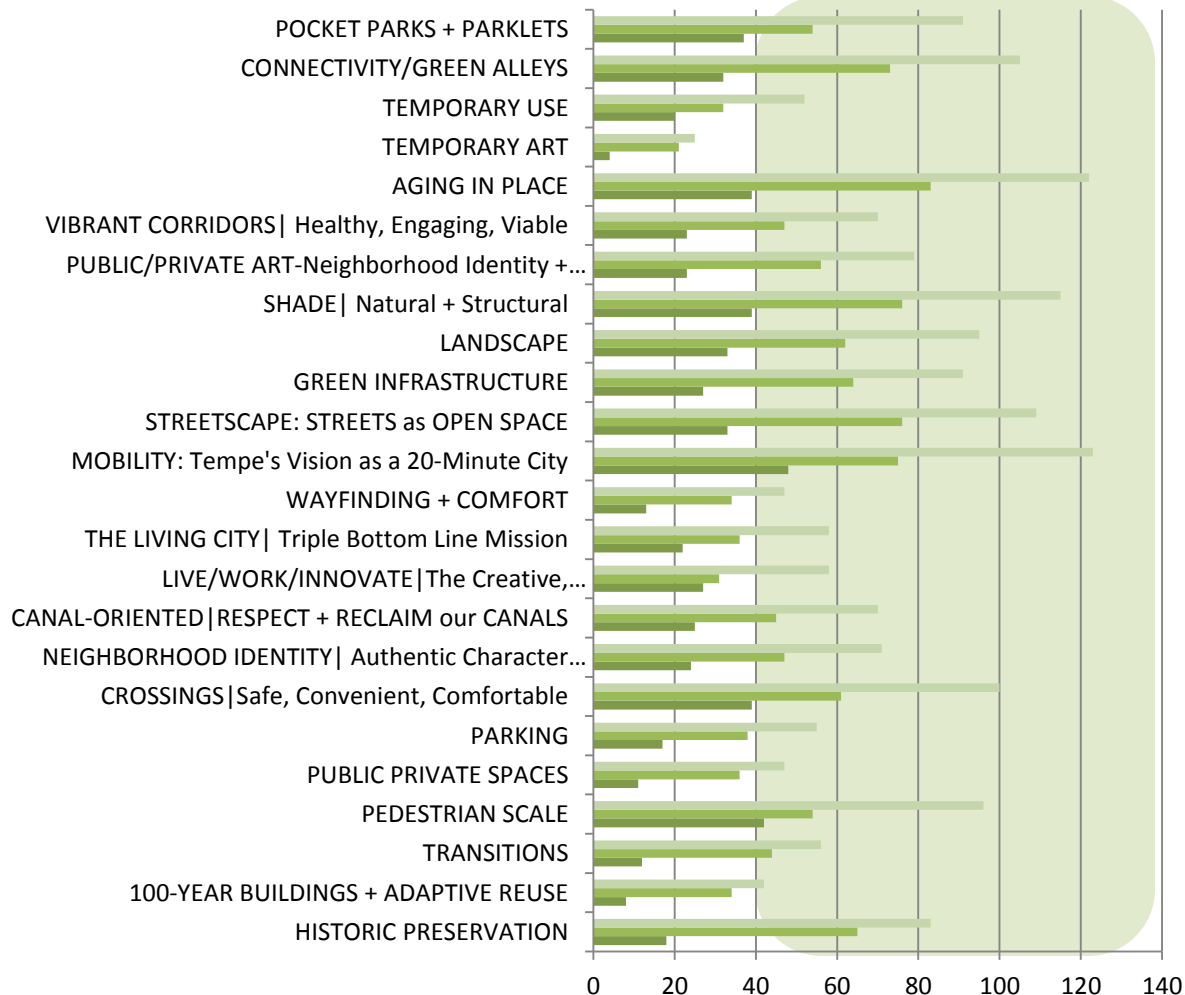




What you said was important



How each item ranked in importance



Total Count
 Priority
 Top Priority



Place Matters



A huge debt of gratitude to the community members and stakeholders who are engaged in Alameda, and continue the Placemaking campaign...

“Arizona is called ‘Valley of the Sun’ for a reason. It gets hot and shade would be great, but not boring shade, it should be colorful, happy, and bring a smile to peoples’ faces.” - Kouger Crater, age 14



“The history of this area has always been of extreme importance, do whatever is needed to preserve ‘our’ history.” - Michael Bietz

“Quote” - Source

“Imagine how much fun everyone would have creating temporary art!”
- Beth Tom



“**Canal** paths need to be useful, not dead spaces..” – Nathan Corwin

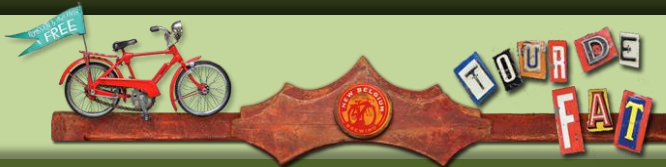
“Color schemes, graphics and style should be unique to each area, so they look like part of a cohesive plan.”
- Elizabeth Reilley + Steve Borick



“Quote” - Source



“Quote” - Source



“These areas reflect how we want to live. Spaces for **cycling** and **alternative transportation** improve our lives and make our neighborhoods a reflection of who we are as a community.”
- Scott Walters, **Tempe Bicycle Action Group**

“It’s AZ. We always need shade.”
- Kevin Brown



“Quote” - Source



DRAFT

Placemaking Design Principles + Guidelines

City of Tempe, Arizona



Alameda Placemaking Design Principles + Guidelines

October 2015 • DRAFT

City of Tempe, Arizona



Mark Mitchell, Mayor

Corey Woods, Vice Mayor

Robin Arredondo-Savage, Councilmember

Kolby Granville, Councilmember

Lauren Kuby, Councilmember

Joel Navarro, Councilmember

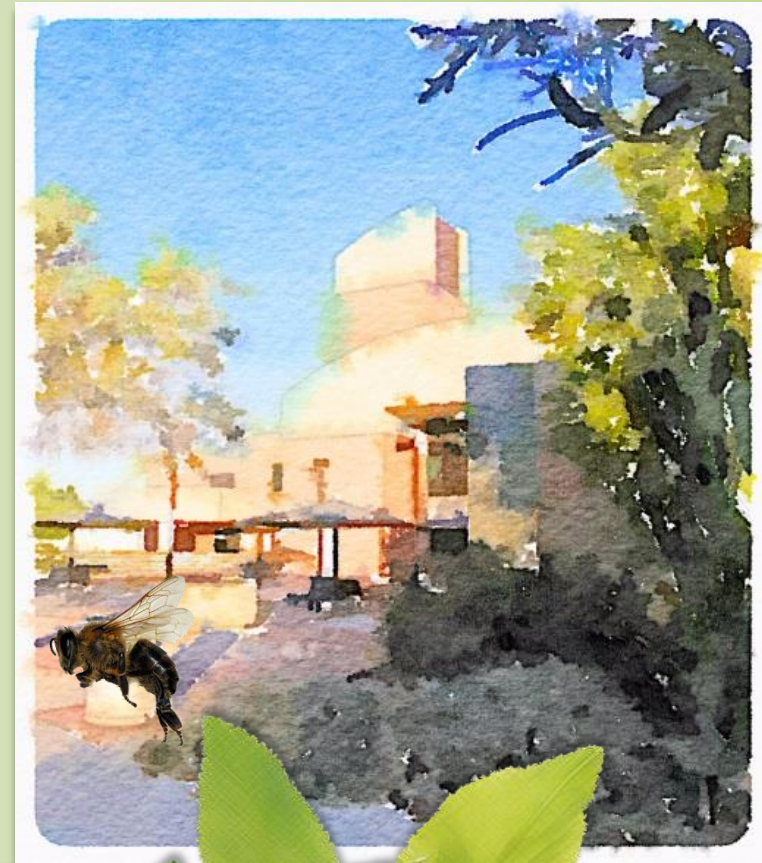
David Schapira, Councilmember

Andrew Ching, City Manager

Dave Nakagawara, Community Development Director

Ryan Levesque, Deputy Director / Planning

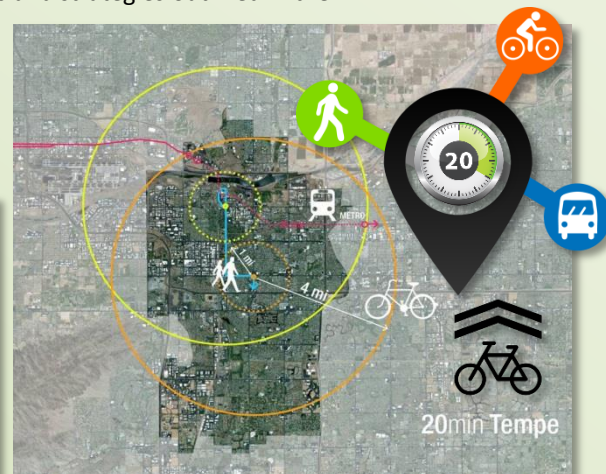
Hunter Hansen, Project Management Coordinator



1

Mobility: Tempe's Vision as a 20-minute City – Design and maintain a network of “Complete Streets” which are safe, accessible, convenient, and comfortable for all ages, abilities, and transportation modes at all times

- 1.1 Connecting people to their places of employment, education, recreation, healthcare, worship, etc. in a variety of multi-modal options [walk, bike, Orbit, regional bus, light rail, drive] defines “mobility”
- 1.2 Work to implement the GP2040 vision ratified by Tempe voters in 2013, including the objectives and strategies outlined in the “Circulation” chapter, “Seeking the 20-minute City”
- 1.3 Support implementation of area projects outlined in *Tempe Transportation Master Plan* [2015]
- 1.4 Tempe residents have claimed mobility is essential and key to being able to age-in-place
- 1.5 Coordinate local and regional land use and transportation decisions to create a more balanced, multi-modal transportation system to reduce reliance on the automobile



2

Aging In Place – Livable communities allow people to age in place with a sense of freedom, autonomy, and a high quality of life at every stage. Design for active living at all ages.

- 2.1 Foster options in housing, design, and transportation for adults who would prefer to age in place—that is, remain in their home of choice as long as possible [90% of adults age 65+ report that they would prefer to stay in their current residence as they age]
- 2.2 Support technology as an enabler for aging in place—there are four categories of technology that act as enablers: Communication + Engagement, Health + Wellness, Learning + Contribution, and Safety + Security
- 2.3 Support implementation of area projects outlined in *Tempe Transportation Master Plan* [2015] to improve mobility and aging in place options
- 2.4 Provide staff and commission support for proposed projects / applications which have high quality of design, shade, and walkability



Friendship Village



Southwest College of Naturopathic Medicine + Health Sciences



McClintock High School

3

Shade [Natural + Structural] – Shade of all types and textures everywhere. Set goals, track progress, expedite development of Tempe’s Urban Forest and Shade Canopy coverage to promote community health and reduce urban heat island in Tempe

- 3.1 Use the framework of Tempe City Council’s *Resolution for a Walkable Community* as an overarching goal for shade
- 3.2 Develop and foster Tempe’s Urban Forest program, including methods to record, monitor, and report levels of shade throughout area
- 3.3 Establish a contiguous shade canopy along street frontages, throughout commercial corners, and along safe routes to schools
- 3.4 Support and encourage covered sidewalks at and around entrances to commercial buildings, commercial corners, and activity nodes
- 3.5 Partner with Salt River Project to create shade and water stations along multi-use canal paths, paying special attention to the Tempe Canal which serves as the eastern boundary for the Alameda Character Area, as well as the City of Tempe



Streetscapes: Streets as Open Space – Embrace “Streets as Open Space” concept to balance existing open space as Tempe grows. Embellish with abundant shade, trees, landscape elements, street furniture, engaging storefronts, art, etc.

4

- 4.1 Enhance streets to maximize safe and efficient use by pedestrians, bicyclists, transit riders, and motorists following the principles of balanced streets
- 4.2 As density, restaurant, and retail options increase, the need for open space becomes more important -- encourage use of landscaped courtyards, street/sidewalk pocket parks, curb extensions, outdoor seating areas, and patios to increase open space opportunities
- 4.3 Sidewalk zones along Broadway Road, Southern Avenue, Rural Road, and McClintock Drive should provide for a variety of active and social functions including: contiguous shade, outdoor seating, café tables, pocket parks, publically accessible private open spaces, dog areas, etc.
- 4.4 Promote use of pocket parks and parklets [see Principle 10] to promote healthy corridors, commercial spaces, and Placemaking



5

Connectivity / Green Alleys – Connect people “to and through” neighborhoods and development projects. Repurpose alleyways as public trails to expand connectivity. Encourage active use of alleys through safe design.

- 5.1 As redevelopment happens along the arterials, work with developers to ensure frontages along alleyways are designed as well as other elevations
- 5.2 Focus on alleyways where single-family meets multi-family areas
- 5.3 Encourage active use and treatment of alleyways as an effective buffer/transition tool between single-family and multi-family areas



6

Crossings: Safe, Convenient, Comfortable – Enhance safe routes to school, Universal Design [ADA], Union Pacific Railroad pedestrian/bike crossings, neighborhood access, shade at intersections, signalized crossings [HAWKS] where appropriate, bulb-outs, and signal timing.

- 6.1 Partner with Union Pacific Railroad to create safe north-south crossings from Alameda area to the north to improve circulation and connectivity [focus on crossings within the Transportation Overlay District north of Broadway Road to improve access to Light Rail Station Areas]
- 6.2 Partner with ADOT to enhance pedestrian crossings over the Loop 101 at Broadway Road and Southern Avenue
- 6.3 Promote active use of College Avenue and Country Club Way corridors as recreational and pedestrian/bike commute corridors



Shade for pedestrians



College Avenue Corridor



Safe crossing



Bikability



Country Club Way / US-60 bridge

Pedestrian Scale – Foster Alameda as a premier pedestrian environment and destination. Provide human-scaled experiences by layering interests and maintaining a walkable rhythm of building entries. Superblocks contradict a walkable pedestrian scale.

- 7.1 Encourage on-street parking to support viable ground-floor leases and immediate short-term parking in strategic locations where appropriate
- 7.2 Encourage flexibility in meeting the requirements for uses within mixed-use areas [office, restaurant, retail, etc.] to energize ground floor activity
- 7.3 Promote uses that balance over a 24-hour daily cycle to energize street activity and create vitality
- 7.4 Encourage walk-up residential units with landscaped areas along street frontages at the ground-floor along main arterials
- 7.5 Support existing grid/single-block street pattern to prevent superblock development
- 7.6 Along main arterials/streetfronts, provide contiguous shade at building entrances, patios, and sidewalks with overhangs and/or covered sidewalks



Building overhang covering building entrance



Building overhang covering patio



Building overhang covering sidewalk



Arterial treatment

Landscape Treatments – The Sonoran Desert has a unique landscape which serves as a community differentiator, rich with rare textures and forms. Embrace non-invasive, drought-tolerant plant palette to promote water conservation and Placemaking.

- 8.1 Use the *Historic Plant Palette* as a resource to inform plant selections in appropriate areas [Historic Districts, post-war/flood-irrigated subdivisions]
- 8.2 Promote biodiversity throughout landscapes to help prevent single-specie die-off, disease, pest infestations, etc., and promote sustainable crop pollination, nutrient cycling, and healthy soils, and bird/insect diversity
- 8.3 Promote a maintenance plan that does not over-groom or over-prune arid plants, which causes shock and reduces flowering/pollination
- 8.4 Support tall / high-canopy trees [Aleppo pine, Eucalyptus, Mexican fan palm] which are home to birds of prey [hawks, owls, etc.] as part of a healthy and balanced urban forestry program/habitat



Rose



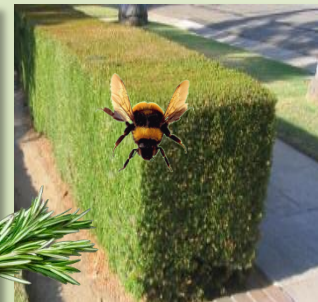
Date Palms



Orchid and citrus



Sonoran plant palette



Classic myrtle

Green Infrastructure – Utilize the efficiency of natural systems where possible. These include rainwater harvesting, permeable paving, stormwater redirects to landscaped areas, solar shade, cool roofs, green roofs, etc.

- 9.1 When an application request is made for a Planned Area Development [PAD] approval, variance, use permit, and exemptions from the Tempe Development Code – require green infrastructure applications in exchange [rainwater harvesting, permeable paving, stormwater redirects to landscaped areas, solar shade, cool roofs, green roofs, and/or other green technologies]
- 9.2 Set-up water management goals to provide environmental and community benefits while increasing community resiliency to climate variations
- 9.3 Support local farmer's markets, especially under the new photovoltaic event canopy between the Tempe History Museum and the Pyle Center



Permeable paving



Bark / mulch helps soil retain water



Curb cut / redirect



Stormwater redirect



Rainwater harvesting /
urban farming

Pocket Parks + Parklets – Enhance sense of place by reclaiming and dedicating public spaces for people. Improve quality of open space and levels of service as Tempe grows. Enhance outdoor business options and their environments by establishing active spaces.

- 10.1 Encourage parklets for outdoor dining, additional bike parking, and public events/functions in areas where appropriate as a character-defining Placemaking tool
- 10.2 Encourage quality design in the public/private spaces between buildings to create much-desired pocket parks throughout the area
- 10.3 Ensure that redevelopment of commercial corners, including Danelle Plaza, includes outdoor open spaces to enhance experience and marketability
- 10.4 Promote parklet options throughout the Library Complex to foster Placemaking -- including book, plant, or art-themed spaces



Historic Preservation – Promote the preservation of existing buildings, structures, and flood-irrigated post-war subdivisions. Showcase Tempe’s history. Connections to the past are key to informing Placemaking.

11

- 11.1 Work to ensure continuing preservation and maintenance of existing Historic + Cultural Resources [see map]
- 11.2 Advocate for exiting flood irrigation program to ensure flood-irrigated post-war subdivisions retain historic setting and association [see map]
- 11.3 Promote active maintenance of flood-irrigated and historic landscapes using the *Historic Plant Palette* [see attached]
- 11.4 Focus preservation planning efforts on eligible buildings, multi-family housing, and post-war subdivision survey and inventory
- 11.5 Identify potentially eligible Historic Properties + Districts; work with Historic Preservation Officer + Commission for formal listing
- 11.6 Collaborate with Salt River Project to increase access, amenities, and public awareness of canals [see Principle 18]



Historic D.J. Frankenberg House



Date Palm Manor Historic District



Historic Morrow-Hudson House



Post-War / Mid-Century properties

Public / Private Art: Neighborhood Identity + Expression – Promote outdoor art as community infrastructure in transportation, neighborhoods, parks, and commercial / office / mixed-use projects.

12

- 12.1 Work with Arts staff to close existing loophole in Art in Private Development [AIPD] Ordinance which excludes multi-family, mixed-use, and industrial projects
- 12.2 Encourage grant applications for the City of Tempe’s Maryanne Corder Neighborhood Grants, State Historic Preservation Office / federal pass-through grants, SRP-MIC Gaming Grants, and others for area projects which focus on neighborhood signage, identity, placemaking, etc.
- 12.3 Use art and neighborhood identity to triangulate uses which create different user groups [young + old] during different times of the day and week, as well as for special events [canal-based events, Library Complex events, farmers’ markets, etc.]





Neighborhood Identity: Authentic Character – Celebrate neighborhood identity by promoting historic and cultural resources; encourage neighborhood differentiation. This serves as the foundation for authentic Placemaking for the Alameda Area.

- 13
- 13.1 Incorporate tree themes throughout Placemaking efforts to celebrate the meaning of the word “Alameda” [tree-lined street or avenue]
 - 13.2 Incorporate garden themes [garden tools, insects, etc.] throughout Placemaking efforts to showcase the history of Alameda’s post-war / mid-century subdivisions which were part of an era that promoted having your “oasis in the desert” and “city in the garden”
 - 13.3 Encourage grant applications for the City of Tempe’s Maryanne Corder Neighborhood Grants, State Historic Preservation Office / federal-pass through grants, SRP-MIC Gaming Grants, and others for area projects which focus on neighborhood signage, identity, placemaking, etc.
 - 13.4 Foster active street banner program around Library Complex to promote area identity, events, etc.
 - 13.5 Promote the role of local-based art throughout the area to promote local Placemaking in Alameda



Canal-Oriented Development: Respect + Reclaim our Canals – Canals are a connection to the region and its history, essential for human civilization in the desert. The 181 miles of canals Valley-wide are also a major recreational asset benefitting human health.

- 14
- 14.1 Draft Canal-Oriented Development [COD] design guidelines for adoption by Mayor + Council
 - 14.2 Implement COD format from City of Phoenix and City of Scottsdale to set consistent development standards/expectations for the region
 - 14.3 Include hierarchy of layers for COD including regional destinations, intersection treatments, main arterial crossings, and interstitial spaces complete with meeting spots, intermittent shade respites, canalscape/landscape treatments, public art components, historic interpretation, maps / wayfinding / distance markers, as well as public outreach and education related to canals
 - 14.4 Partner with Salt River Project to promote active use of public art and events in and around canals throughout Tempe
 - 14.5 Partner with Friendship Village to actively program Ehrhardt Park at the Tempe Canal edge for a community garden/urban farming space



Canal-Oriented Development



Canal-Oriented Development



Canal-Oriented Development



Canal multi-use path

Vibrant Corridors: Healthy, Engaging, Viable – Foster health, wealth, and resource efficiency; create walkable commercial corridors for better local revenue generation and retention; mitigate need for a personal automobile.

15

- 15.1 Integrate work of Transportation, Economic Development, and Planning teams to promote a vision for the Broadway Road and Southern Avenue corridors as a healthy mix of neighborhood-based tenants with well-designed, pedestrian-scaled ground-floors and commercial corners
- 15.2 Focus redevelopment efforts on Danelle Plaza to create a successful, walkable, vertical mixed-use project which incorporates existing Southern Avenue frontage buildings [Yucca Taproom, etc.] into new project with actively engaged streetscape and private/public spaces
- 15.3 Work with Economic Development to identify commercial/strip centers in need of rehabilitation, adaptive reuse, and/or storefront improvement, and actively work to promote a healthy mix of tenants throughout each center [individually], as well as the corridor [as a whole]



Tempe City Center, NWC Southern + McClintock



The Center, 201 E. Southern Avenue



Walkability = shade + multi-modal options



Danelle Plaza, SWC Southern + Mill Avenue

The Living City: Triple Bottom Line Mission – A systemic approach to Planning and (re)development which fosters a community that can successfully thrive incorporating a “Do Less Harm” ethic. A community balanced in three parts: social [health + safety], environmental [ecological], and economic [financial performance]; the 3 Ps: People, Planet, Profit, or the “Three Pillars of Sustainability”.

16

- 16.1 Consider life-cycle costs for buildings, new construction, and redevelopment projects
- 16.2 Balance/off-set net heat gains to the built environment [reflective heat, paved surfaces, rooftops] with organic materials to reduce urban heat island effect and allow for nighttime heat loss while minimizing daytime heat gain
- 16.3 Cultivate native and drought-tolerant landscape treatments [see Principle 8]
- 16.3 Encourage photovoltaic canopies for parking areas, rooftops, and shade structures
- 16.4 Implement Urban Forestry program to promote walkability, human health, and biodiversity
- 16.5 Support farmer’s markets and community gardens through school programs and public outreach



17

Live / Work / Innovate: The Creative, Entrepreneurial City – Retain brains. Foster access to innovation/enterprise districts. Encourage collaborative work spaces and small business/start-up incubators in tandem with neighborhood-based goods/services, live-work options.

- 17.1 Support the *GP 2040* goals and strategies for the “Mill + Southern” and “Southern + Rural” Land Use Hubs
- 17.2 Implement objectives and strategies outlined in the *GP2040* “Rail Corridor Growth Area” and “I-60 Corridor Revitalization Area” sections
- 17.3 Construction materials throughout the Alameda Area must be “honest” in nature, exposing their raw characteristics [glass, steel, metal, copper, rammed earth, concrete, concrete block, brick, wood, stone, masonry, terrazzo, wire rope/cables]; do not cover building materials with add-on surface treatments such as stucco, paint, laminates, veneers, “faux” materials, etc.
- 17.4 Windows on commercial buildings, schools, public facilities, and multi-family housing must be shaded/screened to reduce heat gain/energy costs
- 17.5 Avoid landscape treatments such as stucco screening walls, pink decomposed granite, and yellow lantana



Tempe City Center, NWC Southern + McClintock



Raw / exposed building materials



Broadmor Elementary, School District No. 3

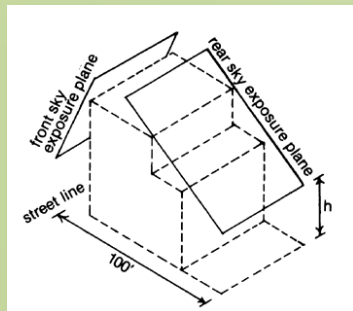


SW College of Naturopathic Medicine

18

Transitions – Design setbacks and step-downs to maintain integrity of single-family neighborhoods adjacent to mixed-use/multi-family areas. Maintain pedestrian-scaled building frontages. Use landscape treatments and art to soften transitions.

- 18.1 Scale multi-family and mixed-use developments to meet the character of adjacent single-family areas where immediate adjacency occurs
- 18.2 Focus on commercial corners and the Broadway Road corridor where mixed-use/multi-family parcels are adjacent to single-family parcels
- 18.3 Encourage active use and treatment of alleyways as an effective buffer/transition tool between single-family and multi-family areas
- 18.4 Create design standards for reverse-frontage walls along major arterials throughout the area



Step-down



Step-down from multi-family to single-family



Use of alleyway as buffer/transition



Uniform reverse-frontage wall along Rural Road

WHAT MAKES A GREAT PLACE?

- KEY ATTRIBUTES
- INTANGIBLES
- MEASUREMENTS



FLOOD IRRIGATION SERVICE AREAS



Irrigation Scenes - Arizona Canal, Arizona Falls



Lining and undergrounding of canals 1950's

IRRIGATION WATER DELIVERY DISTRICTS (IWDD)

An IWDD is a group of adjacent landowners who enter into a cooperative relationship to handle the operation and maintenance of their neighborhood system. IWDDs are provided for under Arizona law.

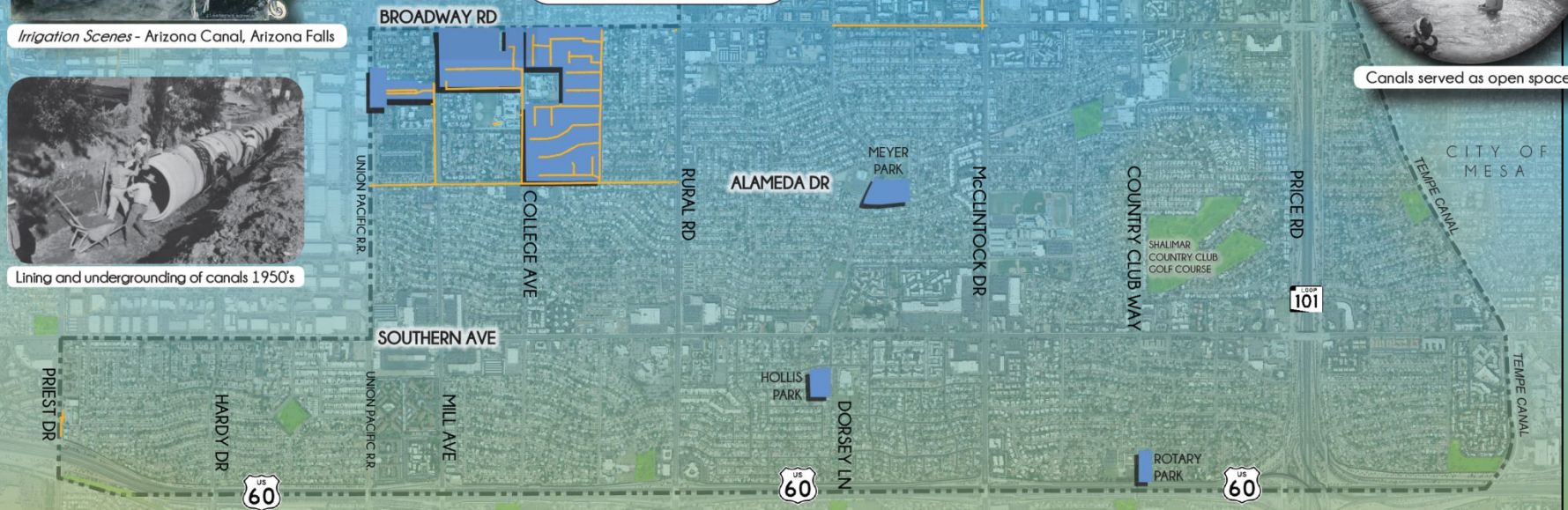
IWDD DELIVERY LINE



Irrigation Canal at Tempe, Ariz. (historic postcard)



Canals served as open space



Residential Flood Irrigation in Tempe 1909-1958

Irrigation has been a part of Tempe's culture and landscape since the town's founding. When the first subdivisions were carved out of farms, developers simply dug more ditches to bring irrigation water to individual lots. The open ditches were gradually replaced by buried pipes beginning in the 1930s. As a strategy for beautifying the city, the residential irrigation network was a success, as it allowed Tempe's new neighborhoods to quickly acquire lawns and much-needed shade trees. As a self-supporting utility service, however, it was very expensive to maintain, and by 1958 subdivisions in Tempe were no longer being built with flood irrigation.

The contextual basis of Residential Flood Irrigation involves the premise that historic sites include landscape features as integral components of their identity. Historic landscapes are representative of the time and era when they were originally established, and when reflecting on Tempe's historic neighborhoods, residents often think of lush, flood-irrigated scenes. This context recognizes that preservation of the integrity of flood-irrigated neighborhoods requires protection of historically-accurate landscapes that contribute to the social and cultural significance of Tempe neighborhoods.

Conservation of water and energy are important aspects of sustainable desert living. From the onset, development of Tempe's irrigated neighborhoods was linked to flood irrigation from Valley canals. The shade trees and mesic vegetation create a microclimate effect in these neighborhoods by shading structures and grounds. Ultimately, this can cool neighborhoods by as much as ten degrees, thereby decreasing energy demand for air conditioning. Shade also decreases the evapotranspiration rate, allowing vital ground water to stay where it is needed instead of being pulled from the ground by the desert sun.



HISTORIC PLANT PALETTE



TREES

<i>Phoenix dactylifera</i>	Phoenix Date Palm
<i>Acacia farnesiana</i>	Sweet Acacia
<i>Carya illinoensis</i>	Pecan
<i>Citrus species</i>	Citrus (various)
<i>Eriobotrya japonica</i>	Japanese Loquat
<i>Fraxinus velutina</i>	Arizona Ash
<i>Morus Alba</i>	Kingan Mulberry (fruitless)
<i>Pinus halepensis</i>	Aleppo Pine
<i>Punica granatum</i>	Pomegranate
<i>Ulmus parvifolia</i>	Chinese Evergreen Elm
<i>Vitex agnus-castus</i>	Chaste Tree

VINES

<i>Antigonon leptopus</i>	Queen's Wreath
<i>Campsis radicans</i>	Trumpet Vine
<i>Dipogon lignosus</i>	Australian Pea Vine
<i>Hedera helix</i>	English Ivy
<i>Lablab purpureus</i>	Hyacinth Bean
<i>Lagenaria species</i>	Courds
<i>Lathurus odoratus</i>	Sweet Pea
<i>Marah gilensis</i>	Wild Cucumber
<i>Parthenocissus sp.</i>	Hacienda Creeper
<i>Tropaeolum species</i>	Nasturtiums
<i>Wisteria frutescens</i>	Wisteria

SHRUBS

<i>Agave species</i>	Agave
<i>Bougainvillea species</i>	Bougainvillea
<i>Buxux japonica</i>	Boxwood
<i>Jasminum mesnyi</i>	Primrose Jasmine
<i>Juniperus deppeana</i>	Chinese Juniper
<i>Lagerstroemia indica</i>	Crape Myrtle
<i>Leucophyllum frutescens</i>	Texas Sage
<i>Ligustrum japonicum</i>	Japanese Privet
<i>Ligustrum lucidum</i>	Wax Leaf Privet
<i>Myrtus communis compacta</i>	Dwarf Myrtle
<i>Nandina domestica</i>	Heavenly Bamboo
<i>Nerium oleander</i>	Oleander
<i>Pyracantha species</i>	Pyracantha
<i>Rosa species</i>	Roses
<i>Rosmarinus officinalis</i>	Rosemary
<i>Thuja orientalis</i>	Arborvitae
<i>Yucca species</i>	Yucca

ANNUALS

<i>Antirrhinum species</i>	Snapdragons
<i>Bellis perennis</i>	Daisies
<i>Calendula</i>	Pot Marigold
<i>Camellia species</i>	Camellia
<i>Chrysanthemum spp.</i>	Chrysanthemum
<i>Delphinium spp.</i>	Larkspur
<i>Dianthus caryophyllus</i>	Carnations
<i>Gardenia spp.</i>	Gardenia
<i>Geranium spp.</i>	Geranium
<i>Hemerocallis spp.</i>	Daylily
<i>Iris spp.</i>	Iris
<i>Lobularia maritima</i>	Sweet Alyssum
<i>Petunia spp.</i>	Petunias
<i>Tagetes spp.</i>	Marigolds
<i>Verbena spp.</i>	Verbena
<i>Viola spp.</i>	Violets
<i>Zinnias spp.</i>	Zinnia



Citrus Tree



Date Palm



Yucca



Oleander



Wild Cucumber



Sweet Acacia

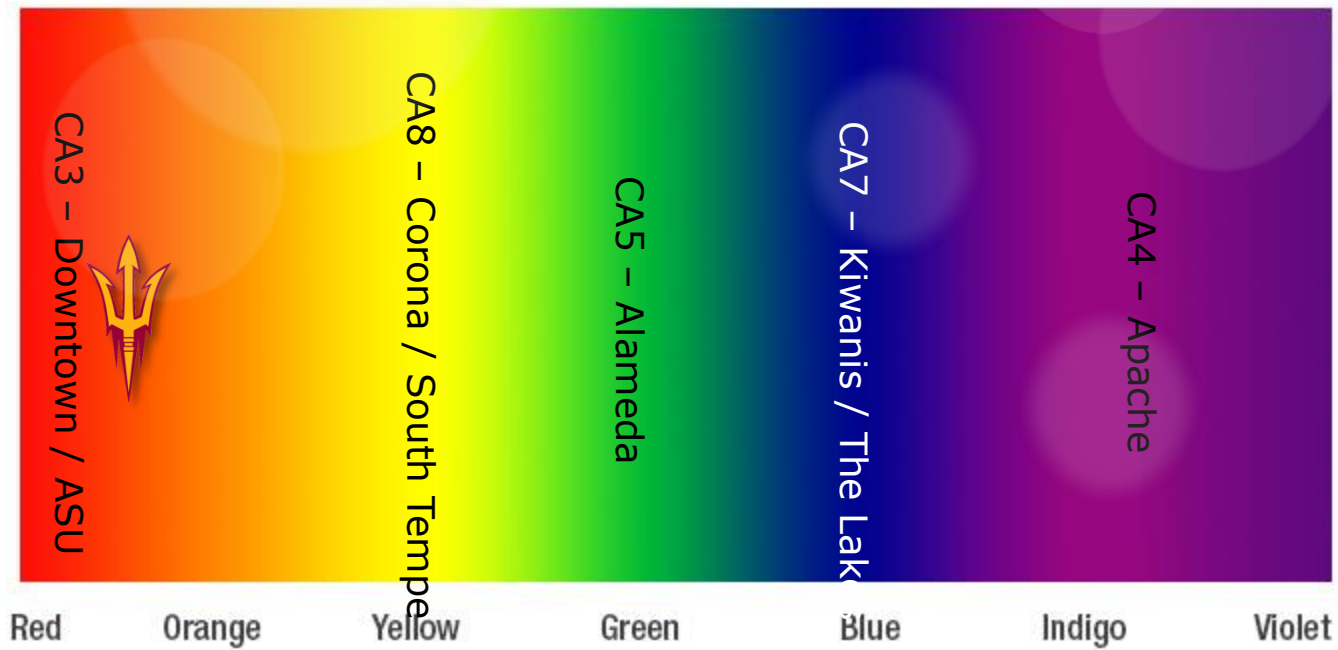


Rose

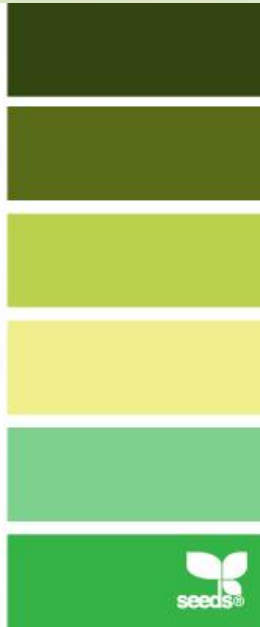


Rosemary

Visible Colour Spectrum (ROY G BIV)



“Why is Alameda green?”



Alameda Dr.
Palmcroft Dr.
Aspen Dr.
Meadow Dr.
Oak St.
Pine St.

Elm St.
Juniper St.
Poplar St.
Alder St.
Cottonwood Dr.

Date Palm Manor
Springtree
Mistwood
Brentwood Cavalier
Southern Palms
Tempe Gardens

Cyprus Southwest
Tempe Palms
Evergreen
Broadway Palms
Alameda Meadows
Alameda Estates

Alameda Park
Meyer Park
Shalimar
Village at Shalimar
Shalimar East



The Alameda Palette



Selleh Park



Shalimar



Dunn Edwards



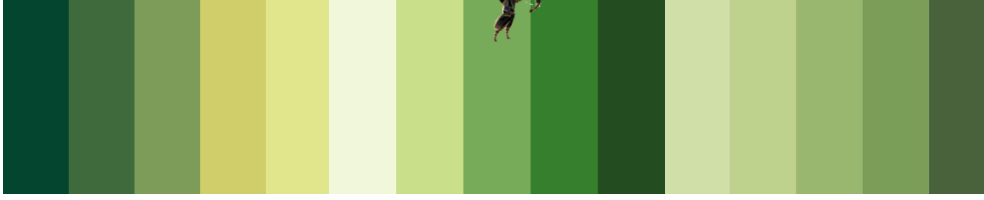
Meyer Park



color palette

ALAMEDA

public art

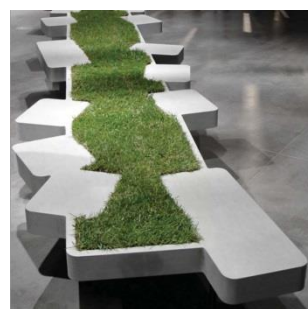


play

ALAMEDA



rest



attention to detail



ALAMEDA

street banners / wayfinding



AGENDA 4

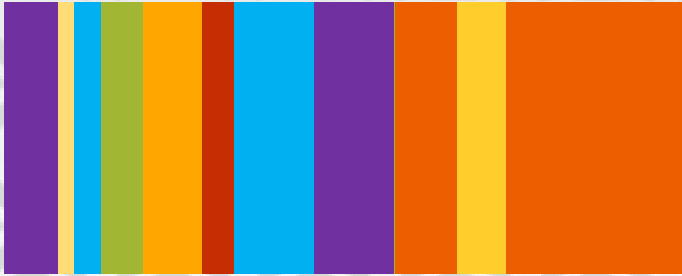
INTERACTIVE WORKSHOP ACTIVITIES

- ✓ Public comments through Thursday, **18 Nov.**
 - ✓ Post-it® comment board
 - ✓ online
 - ✓ email
 - ✓ phone
- ✓ Plan adopted by **City Council**
by Council Resolution Dec. / Jan. 2016
- ✓ Plan release party
Family Fun Factory
Friday, **4 Dec.**



tempe.gov/characterareas





Our goal is simple:
Involve you.

tempe.gov/characterareas

